5\27

Mailing III

Letter to confirm
Campbell's cable.

1005145275

Source: https://www.industrydocuments.ucsf.edu/docs/sxxl0000

PHILIP MORRIS
INCORPORATED
100 PARK AVENUE, NEW YORK, N.Y. 10017

ALEXANDER HOLTZMAN
ASSOCIATE GENERAL COUNSEL

Mr. William I. Campbell
Benson & Hedges Tobacco Company
1010 Lagauchetiere Street West
Montreal 103, Quebec, Canada

Dear Bill:

The following will confirm my cable sent to you on May 1976.

It is my pleasure to invite you to participate in a Philip Morris Incorporated Conference on Smoking and Health at the Castle Harbour Hotel, Bermuda, on June 28 through June 30, 1976. Rooms have been reserved for arrival on June 26 and June 27.

The purpose of the meeting is to examine our current problems in markets where serious confrontations are taking place between governments and cigarette manufacturers and to consider how we should organize our efforts to deal with the proliferating challenges in this area.

The Conference will provide an opportunity for attorneys, scientists, public relations, marketing and operations executives to contribute information and ideas as well as problems for discussion.

The program is being organized and an agenda will be sent to you soon.

Because time is rather short, I request that you reply to me by cable as soon as possible and let me know whether you will attend.

Best regards.

Sincerely,

Alexander Holtzman

1005145276

Source: https://www.industrydocuments.ucsf.edu/docs/sxxl0000

FORM 2060
P.M. INC.

5/27

TELETYPE MESSAGE

TO See Attached List DESTINATION _____ NO. _____

Dear

It is my pleasure to invite you to participate in a Philip Morris Incorporated Conference on Smoking and Health at the Castle Harbour Hotel, Bermuda, on June 28 through June 30, 1976. Rooms have been reserved for arrival on June 26 and June 27.

The purpose of the meeting is to examine our current problems in markets where serious confrontations are taking place between governments and cigarette manufacturers and to consider how we should organize our efforts to deal with the proliferating challenges in this area.

The Conference will provide an opportunity for attorneys, scientists, public relations, marketing and operations executives to contribute information and ideas as well as problems for discussion.

The program is being organized and an agenda will be sent to you soon.

Because time is rather short, I request that you reply to me by telex or cable as soon as possible and let me know whether you will attend.

Best regards.

Sincerely,

Alexander Holtzman

SIGNED _____

TI0514527

Source: https://www.industrydocuments.ucsf.edu/docs/xxxf0000

FORM 2060
P.M. INC.

TELETYPE MESSAGE

TO Max Hausermann DESTINATION SWIPOLD LAUSANNE NO. (845) 25025

Dear Max:

It is my pleasure to invite you and/or Dr. Helmut Gaisch to participate in a Philip Morris Incorporated Conference on Smoking and Health at the Castle Harbour Hotel, Bermuda, on June 28 through June 30, 1976. Rooms have been reserved for arrival on June 26 and June 27.

The purpose of the meeting is to examine our current problems in markets where serious confrontations are taking place between governments and cigarette manufacturers and to consider how we should organize our efforts to deal with the proliferating challenges in this area.

The Conference will provide an opportunity for attorneys, scientists, public relations, marketing and operations executives to contribute information and ideas as well as problems for discussion.

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Because time is rather short, I request that you reply to me by telex or cable as soon as possible and let me know whether you will attend.

Best regards.

Sincerely,

Alexander Holtzman

SIGNED

1005145278

Source: https://www.industrydocuments.ucsf.edu/docs/sxxl0000

Telexes and
Cables to be sent to the following: 5/24/76

1. Philip Morris Europe S.A.
Cable: SWIPOLD LAUSANNE
Telex: (845) 25025

~~Owen Smith~~ ~~Dear Owen:~~
~~Max Hausermann~~ ~~Dear Max:~~
Paul Isenring Dear Paul:
~~Gunnar Gub~~ ~~Dear Gunnar:~~
~~Staffan Gunnarsson~~ ~~Dear Staffan:~~
Albert E. Bellot Dear Albert:

---

2. Fabriques De Tabac Reunies S.A.
Cable: TABACREUNIES NEUCHATEL
Telex: (845) 35137

Sent to Max Hausermann

~~Helmut Gaisch~~ ~~Dear Helmut:~~

---

3. Lafleur & Brown
Cable: MANKIN, MONTREAL
Telex: 05-25610

John B. Claxton, Q.C. Dear John:

---

4. Benson & Hedges Tobacco Company
Cable: BENHEDGE MONTREAL

William I. Campbell Dear Bill:

---

5. Coward Chance
Cable: COCHANCOY LONDON EC2
Telex: (851) 8812884
COCHANCOY LDN

Michael Mockridge Dear Michael:

---

6. Philip Morris Limited
Cable: PHILMOR MELBOURNE
Telex: (790) 31274

Andrew Whist Dear Andrew:
Hamilton Hurley Dear Ham:

---

7. Dr. Werner Deuchler
Dres. Burchard-Motz, Deuchler,
Krauel, Commichau
Poststrasse 2
(Ecke Neuer Wall)
2 Hamburg 36, Germany

Dr. Werner Deuchler Dear Werner:

2005145279

Source: https://www.industrydocuments.ucsf.edu/docs/sxxl0000

5 b7

By group

Attorneys

1. T. F. Ahrensfeld
New York

2. Owen Smith
Philip Morris Europe S.A.
Brillancourt
1006 Lausanne, Switzerland
Cable: SWIPOLD LAUSANNE
Telex: (845) 25025

3. John B. Claxton, Q.C.
Messrs. Lafleur & Brown
P.O. Box 514
800 Victoria Square
Montreal 115, Quebec, Canada
Cable: MANKIN, MONTREAL
Telex: 05-25610

4. Michael Mockridge
Coward Chance
Royex House
Aldermanbury Square
London EC2V 7LD, England
Cable: COCHANCOY LONDON EC2
Telex: (851) 8812884
COCHANCOY LDN

5. William Shinn
Shook, Hardy & Bacon
915 Grand Avenue
Kansas City, Missouri 64106

6. Donald Hoel
Shook, Hardy & Bacon
915 Grand Avenue
Kansas City, Missouri 64106

Albert E. Bellot
Philip Morris Europe S.A.

Dr. Werner Deuchler
Dres. Burchard-Motz, Deuchler,
Krauel, Commichau
Poststrasse 2
(Ecke Neuer Wall)
2 Hamburg 36, Germany

7. David R. Hardy
Shook, Hardy & Bacon
915 Grand Avenue
Kansas City, Missouri
64106

Scientists

8. Dr. Helmut Wakeham
Philip Morris
Richmond

9. Dr. Robert Seligman
Philip Morris
Richmond

10. Dr. T. Osdene
Philip Morris
Richmond

1005145280

Source: https://www.industrydocuments.ucsf.edu/docs/snxl0000

Scientists (cont'd)

11. Dr. Max Hausermann
Philip Morris Europe S.A.
Brillancourt
1006 Lausanne, Switzerland
Cable: SWIPOLD LAUSANNE
Telex: (845) 25025

both sent to Max Hausermann (one left - one letter)

12. Dr. Helmut Gaisch
Fabriques De Tabac Reunies S.A.
Qua Jeanrenaud 3
2003 Neuchatel-Serrieres
Switzerland
Cable: TABACREUNIES NEUCHATEL
Telex: (845) 35137

Public Relations

13. James C. Bowling
New York

14. Saul Loeb
Philip Morris Europe S.A.

15. Mary Covington
New York

16. Cynthia Veal
New York

17. Paul Isenring
Philip Morris Europe S.A.
Brillancourt
1006 Lausanne, Switzerland
Cable: SWIPOLD LAUSANNE
Telex: (845) 25025

18. Andrew Whist
Philip Morris Limited
P. O. Box 93
Moorabbin, Victoria, 3189
Australia
Cable: PHILMOR MELBOURNE
Telex: (790) 31274

1005145281

Source: https://www.industrydocuments.ucsf.edu/docs/sxnl0000

Marketing

19. James Morgan
New York

20. William I. Campbell
Benson & Hedges Tobacco Company
1010 Lagauchetiere Street West
Montreal 103, Quebec
Cable: BENHEDGE MONTREAL

21. Staffan Gunnarsson
Philip Morris Europe S.A.
Brillancourt
1006 Lausanne, Switzerland
Cable: SWIPOLD LAUSANNE
Telex: (845) 25025

Operations

22. Wallace McDowell
New York

23. William O'Connor
New York

24. Hamilton Hurley
Philip Morris Limited
P. O. Box 93
Moorabbin, Victoria, 3189
Australia
Cable: PHILMOR MELBOURNE
Telex: (790) 31274

25. Ross R. Millhiser
New York

26. Lee Pollak
New York

27. Edward A. Grefe

28. Saul Laeb

1005145282

Source: https://www.industrydocuments.ucsf.edu/docs/xkmd0000